

**City of San Diego Commission for Arts and Culture
FY2004 Festivals and Celebrations**

Adams Avenue Business Association

Adams Avenue Street Fair and Adams Avenue Roots Festival

Event Date: 2003 Sep. 27,28 (street fair)
2004 April 24,25 (roots fest)

Contact: Marco Anguiano
Executive Director

Address: 4649 Hawley Boulevard
San Diego, CA 92116

Phone: 619-282-7329

Fax: 619-282-8751

Email: adamsavenue@sbcglobal.net

Website: www.GoThere.com/AdamsAve

Description: The Adams Avenue Street Fair and the Adams Avenue Roots Festival are Normal Heights-based community celebrations marketed as music festivals and regional attractions. They are produced by, and are integral to the successes of the Adams Avenue Business Association and its neighborhood revitalization agenda. Both events include multiple stages for dozens of musical performances, plus local vendors, beer gardens and a carnival.

America's Finest City Dixieland Jazz Society

San Diego Thanksgiving Dixieland Jazz Festival

Event Date: 2003 Nov. 26-30

Contact: Alan Adams
Executive Director

Address: PO Box 880387
San Diego, CA 92168

Phone: 619-297-5277

Fax: 619-297-5281

Email: alload@cts.com

Website: www.dixielandjazzfestival.org

Description: The San Diego Thanksgiving Dixieland Jazz Festival is a six-day event held over the Thanksgiving. It features 30 bands and 300 performers who showcase traditional jazz for thousands of local and out-of-town participants.

Bon Temps Social Club of San Diego

San Diego Cajun Zydeco Music and Food Festival

Event Date: 2003 Oct. 11-12

Contact: Tom Withers
President

Address: 2171 India Street, Suite E
San Diego, CA 92101

Phone: 619-234-8791

Fax: 619-234-8605

Email: gator@sandiegofestival.com

Website: www.sandiegofestival.com

Description: The San Diego Cajun Zydeco Music and Food Festival is a two-day ticketed event featuring music and food from Louisiana. This family oriented festival includes performances by nationally recognized musicians, dance and dance instruction, cooking demonstrations, ethnic food and arts vendors and community exhibits.

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Border Voices Poetry Project/San Diego State University Foundation

Border Voices Poetry Fair

Event Date: 2004 April 23,24

Contact: Jack Webb
Director

Address: C/O San Diego Union Tribune P.O. Box 120191
San Diego, CA 92112

Phone: 619-293-2239

Fax: 619-293-1896

Description: The Border Voices Poetry Fair is the culmination of a poets-in-the-schools program that serves more than 200 schools in the county. The first day of the fair features a presentation by a world renowned poet. The second day features poets and musical groups from around the world. The event is broadcast on ITV reaching 850,000 households and 15,000 classrooms.

Cabrillo Festival, Inc.

Annual Cabrillo Festival

Event Date: 2003 Sep. 21-28

Contact: Angela Giglitto
President

Address: 1800 Cabrillo Memoria Drive
San Diego, CA 92106

Phone: 619-226-2708

Fax: 619-557-7469

Email: giglitto@aol.com

Description: The Annual Cabrillo Festival takes place at the Cabrillo National Monument each September. Events include an opening ceremony and flag raising, visits to elementary schools, a Commemorative Ceremony and Wreath Laying and Open House. The Open House Cultural Program features Native American, Mexican, Portuguese and Spanish dancers and food booths, a Kumeyaay basket weaving and acorn grinding demonstration, 16th century soldier/sailor living history encampment, children's activities, and re-enactment of Cabrillo's Landing on Ballast Point.

Cambodian Buddhist Society of San Diego

Cambodian New Year Festival

Event Date: 2004 April 10-14

Contact: Kathleen Ung
Board Member

Address: 3606 47th Street
San Diego, CA 92105

Phone: 619-282-0954

Email: kathleenung@hotmail.com

Description: The Cambodian New Year Festival showcases Cambodian history and culture with traditional dance performances, music and games.

**City of San Diego Commission for Arts and Culture
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Centre City Development Corporation

San Diego Multicultural Festival

Event Date: 2004 Jan. 17

Contact: Sheila Hardin
Community Relations Manager

Address: 225 Broadway, Suite 1100
San Diego, CA 92101

Phone: 619-533-7146

Fax: 619-233-8819

Email: hardin@ccdc.com

Website: www.ccdc.com

Description: The Downtown San Diego Multi-Cultural Festival coincides with the annual Martin Luther King Jr. Parade providing additional activities and exhibits that commemorate the life of Dr. Martin Luther King Jr. The Festival promotes the multicultural and intergenerational diversity of the community with ethnic food booths, nonprofit vendors, and a candlelight walking tour along the Martin Luther King, Jr Promenade.

City Heights Community Development Corporation

City Heights International Village Celebration

Event Date: 2004 June 5

Contact: Ricardo Castillo

Address: 4283 El Cajon Boulevard, Suite 220
San Diego, CA 92105

Phone: 619-584-1535

Fax: 619-584-7992

Email: rdcastillo11@hotmail.com

Website: www.cityheightscdc.org/ivc

Description: The Annual International Village Celebration (IVC) is an alcohol-free, seven-block multi-cultural street fair in City Heights held on the first Saturday in June of every year on University Avenue starting at Fairmount Avenue and continuing to Euclid Avenue. There are stages for entertainment, food, vendor, social services and community information booths and a children's Fun Zone.

City Heights Town Council

Taste of City Heights

Event Date: 2004 April 3

Contact: John Greeney
Office Manager

Address: 3795 Fairmount Avenue, Suite D
San Diego, CA 92105

Phone: 619-563-0671

Fax: 619-282-1490

Email: cityhtstc@yahoo.com

Website: www.cityheightstowncouncil.org

Description: A Taste of City Heights is an annual festival of diverse restaurants in City Heights, one of San Diego's most revitalized and interesting communities. Participants sample menus representing area restaurants and ethnic markets.

**City of San Diego Commission for Arts and Culture
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Discover Pacific Beach

Pacific Beach Fest

Event Date: 2003 Oct. 12

Contact: Shelley Miller
Executive Director

Address: 1503 Garnet Avenue
San Diego, CA 92109

Phone: 858-273-3303

Fax: 858-581-6748

Email: pbbid@qwest.net

Website: www.pacificbeach.org

Description: The Pacific BeachFest is a one-day family festival blending sun, sand and old-fashioned fun on the boardwalk. Offerings include beach/ocean competitions, live music, Kidfest, Arts and Crafts Village, Pacific Beach Merchants Sidewalk Sale and A Taste of Pacific Beach Food Court.

Encanto Community Fund

Encanto Street Fair and Cultratl Arts Festival

Event Date: 2003 Aug. 16

Contact: James Smith
President/CEO

Address: 6375 Imperial Avenue
San Diego, CA 92114

Phone: 619-266-0936

Fax: 619-263-0383

Email: roseau_ltd@msn.com

Website: www.encantostreetfair.com

Description: The Encanto Street Fair & Cultural Arts Festival takes place in August and is located between 61st Street through 65th Street and Imperial Avenue. It features outdoor stages of musical entertainment and more than 200 small business vendors offering food and other items. The one-day event is free, family oriented and alcohol free.

Fire Fighters Advisory Council to the Burn Institute

Fire Expo

Event Date: 2003 July 19

Contact: James Floros
Board Member

Address: 3702 Ruffin Road Suite 101
San Diego, CA 92123

Phone: 858-541-2277

Fax: 858-541-7179

Email: jfloros@burninstitute.org

Website: www.burninstitute.org

Description: Fire Expo is a unique, free event conducted by the Fire Fighters Advisory Council to the Burn Institute. The Expo offers public safety information, fire and burn prevention information, and demonstrates how the fire service and other public safety agencies serve the community

**City of San Diego Commission for Arts and Culture
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Gaslamp Quarter Association

Mardi Gras Celebration and Parade

Event Date: 2004 February 24

Contact: Teresa McTighe
Executive Director

Address: 614 Fifth Ave Suite E
San Diego, CA 92101

Phone: 619-233-5227

Fax: 619-233-4693

Email: info@gaslamp.org

Website: www.gaslamp.org

Description: Mardi Gras in the Gaslamp includes a parade, special food, music and entertainment and a block party (21 and Up). Mardi Gras attendees come from all over southern California.

Hillcrest Business Improvement Association

CityFest

Event Date: 2003 Aug. 10

Contact: Warren Simon
Executive Director

Address: P.O. Box 3714
San Diego, CA 92163

Phone: 619-299-3330

Fax: 619-299-4230

Email: hillcrestbid@aol.com

Description: City Fest is held each summer in Hillcrest on Fifth Avenue between University Avenue and Walnut Streets. It includes street vendors, continuous live entertainment on two stages, food courts, and beer gardens. Admission is free to this one-day event.

Historic Old Town Community Foundation

Old Town Fiesta Cinco de Mayo

Event Date: 2004 April 31 - May 2

Contact: Mike McLaughlin
President

Address: P.O. Box 82686
San Diego, CA 92138

Phone: 619-296-4690

Fax: 619-296-1457

Email: mikebazaardelmundo@msn.com

Website: www.fiestacincodemayo.com

Description: The Old Town Fiesta Cinco de Mayo is a free, three-day cultural celebration that brings people together through dance, music, food and historical reenactments while raising awareness of Old Town – California's first European community – as a cultural destination. The Fiesta exposes residents and tourists to Mexican history and Hispanic culture.

**City of San Diego Commission for Arts and Culture
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I- 15 Diamond Gateway Chamber of Commerce

Carmel Mountain Ranch Fall Festival

Event Date: 2003 Oct. 18

Contact: Diane DeBerry

Address: 12778 Ranch Penasquitos Boulevard #B
San Diego, CA 92129

Phone: 858-484-2800

Fax: 858-484-2155

Email: info@dgchamber.org

Website: www.dgchamber.org

Description: The Carmel Mountain Ranch Fall Festival is an annual event that promotes community spirit through Festival participation. Each year it offers crafts, business, organization, health and food booths, entertainment stages and a kiddie land.

Kiwanis Club of Tierrasanta

Tierrasanta Oktoberfest

Event Date: 2003 Oct. 11

Contact: Hani Shatila
Event Chairperson

Address: P.O. Box 420094
San Diego, CA 92142

Phone: 858-268-0044

Fax: 858-268-4074

Email: mar581@juno.com

Website: www.kiwanistierrasanta.com

Description: The Tierrasanta Oktoberfest, held at the Tierrasanta Community Park, provides an authentic German dinner, beer garden, musical entertainment, children's activities and fireworks display for Tierrasanta families, friends and visitors.

Linda Vista Multi-Cultural Fair, Inc.

Linda Vista Multi-Cultural Fair and Parade

Event Date: 2004 April 24

Contact: Charlene Brown
Program Development Director

Address: P.O. Box 712166
San Diego, CA 92171

Phone: 858-560-0871

Fax: 858-560-8135

Email: director@lindavistafair.org

Website: www.lindavistafair.org

Description: The Linda Vista Multi-Cultural Fair and Parade showcases a variety of ethnic and racial groups through exhibition of arts, crafts, music, performances, food, games and other activities for adults and children. It is held each year on Linda Vista Road (between Ulric and Comstock Streets).

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Media Arts Center San Diego

San Diego Latino Film Festival

Event Date: 2004 Mar. 11-21

Contact: Ethan Van Thillo
Executive Director

Address: 2039 29th Street
San Diego, CA 92104

Phone: 619-230-1938

Fax: 619-234-9722

Email: sdlff@latinofilm.com

Website: www.sdlatinofilm.com

Description: The San Diego Latino Film Festival presents over 60 feature films and hosts over 30 actors and filmmakers from across Latin America and the United States. The festival allows San Diegans to see films and videos never released before in this area.

Mission Hills Foundation

Mission Hills Concerts in the Park

Event Date: 2003 July 4,11,18,25
2003 Aug. 1,8,15,22

Contact: Patricia Rogers

Address: 4070 Goldfinch Street, Suite D-2
San Diego, CA 92103

Phone: 619-298-8533

Fax: 619-298-8601

Email: jrogers@cts.com

Website: www.missionhills92103.org

Description: Mission Hills Concerts in the Park is a series of nine free concerts at Presidio Park on Friday nights in July and August for families, residents and visitors to enjoy.

North Park Community Association

Concerts at Bird Park

Event Date: 2003 July 5, 19
2003 Aug. 2,16,30

Contact: Carolyn Ingham
Co-Chair

Address: PO Box 4488
San Diego, CA 92164

Phone: 619-255-1776

Email: birdparkconcert@aol.com

Website: www.northparksd.org

Description: A variety of live music concerts in a park setting on alternate Saturdays in July and August. Concerts are free and open to the public.

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North Park Lions Club

North Park Lions Holiday Parade

Event Date: 2003 Dec. 6

Contact: Steve Haselhorst
Secretary

Address: 3941 Utah Street
San Diego, CA 92104

Phone: 619-296-6343

Fax: 619-296-6358

Description: The annual holiday parade is for the enjoyment of children and adults who live, work or visit the community of North Park. The parade has over 125 bands, floats and parade entries.

North Park Main Street Association

North Park Spring Festival

Event Date: 2004 May 16

Contact: Richard Kurylo
Assistant Director

Address: 3076 University Avenue
San Diego, CA 92104

Phone: 619-294-2501

Fax: 619-294-2502

Email: npbid@mindspring.com

Website: www.northparkmainstreet.com

Description: The North Park Spring Festival is a free celebration that enhances North Park's unique identity as an Arts, Culture, & Entertainment district and showcases the diversity of the mid-city neighborhood. It features arts and crafts vendors and local businesses, specialty foods, children's amusement rides, carnival games, street performers, and homegrown bands. The highlight of the Spring Festival is the professional Karaoke stage, which attracts participants from throughout Southern California. The performances are recorded and aired on cable television weekly during the course of the year.

Ocean Beach Main Street Association

Ocean Beach Street Fair & Fireworks Festival

Event Date: 2003 July 4 (fireworks)
2004 June 26 (street fair)

Contact: Gerrie Trussell
Executive Director

Address: P.O. Box 7990
San Diego, CA 92167

Phone: 619-224-4906

Fax: 619-224-4976

Email: obbid@nethere.com

Website: www.oceanbeachsandiego.com

Description: Newport Avenue, in Ocean Beach is the stage for the Ocean Beach Street Fair & Chili Cook-Off, Fireworks Festival. The grass roots efforts of a handful of merchants and residents resulted in a successful chili cook-off over 23 years ago. The funds generated financed the first fireworks events at the beach. Since its origination, the Festival has remained one of community pride, involvement and ownership.

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Pacific Southwest Wildlife Arts, Inc.

California Open Wildlife Festival

Event Date: 2004 Feb. 13,14,15

Contact: Byrn Watson
Director

Address: P.O. Box 877
Bonsall, CA 92003

Phone: 760-731-9717

Fax: 760-728-5003

Email: jobyrn@earthlink.net

Website: www.pswa.net

Description: The California Open Wildlife Festival is a national wildlife art show and carving competition with major emphasis on birds, wildfowl, and fish.

Peninsula Chamber Of Commerce

Point Loma Village Cultural Faire

Event Date: 2003 Nov. 1

Contact: Gerrie Trussell

Address: P.O. Box 7018
San Diego, CA 92167

Phone: 619-920-2121

Fax: 619-224-4976

Email: obbid@nethere.com

Description: The Point Loma Village Cultural Faire is a free, one-day event held in the neighborhood of Point Loma/Shelter Island. The event has performing arts stages featuring a wide range of performing arts groups including Portuguese folkloric music and dance, hip hop, gospel and dance theatre. Artistic merchandise and crafts are also available.

Point Loma Association

Point Loma Concert Series

Event Date: 2003 July 11,18,25
2003 Aug. 1,8

Contact: Pat Baker
Vice President

Address: P.O. Box 60223
San Diego, CA 92166

Phone: 619-223-9363

Fax: 619-523-9062

Email: p_t_baker@hotmail.com

Website: www.PLConcertSeries.org

Description: The Point Loma Concert Series offers free family concerts for the community. Musical performances are chosen for their broad appeal to people of all ages and backgrounds. Concerts take place on five consecutive Friday evenings in the summer time.

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Rancho Bernardo Chamber of Commerce

RB Alive! EXPO

Event Date: 2004 June 6

Contact: Gary Powers
President/CEO

Address: 11650 Iberia Place, #220
San Diego, CA 92128

Phone: 858-487-1767

Fax: 858-487-8051

Email: garyl@aol.com

Website: www.rbchamber.com

Description: RB Alive! is a street fair featuring health care, business fair, food fair, arts and crafts, kiddieland, and entertainment held on the first Sunday in June.

Rancho de los Penasquitos Town Council

Fiesta de los Penasquitos

Event Date: 2004 May 2

Contact: Adrian Kwiatkowski
Committee Co-Chair

Address: P.O. Box 720783
San Diego, CA 92172

Phone: 858-643-9982

Email: adriankay@aol.com

Website: www.ranchopq.com

Description: The Fiesta de los Peñasquitos is co-hosted by Rancho Peñasquitos' Town Council and Chamber of Commerce. It fosters a "spirit of community" by bringing the community together, showcasing area businesses and community organizations, providing a fun time for residents and visitors, serving as a forum for recognizing deserving individuals, organizations, and businesses and benefiting the community as a major fund raiser for area business development and community service grants.

Rolando Community Council

Rolando Street Fair

Event Date: 2004 Mar. 28

Contact: Doris Perry
President

Address: 4549 Seminole Drive
San Diego, CA 92115

Phone: 619-583-7321

Fax: 619-501-9416

Email: rolandocommunity@bigfoot.com

Description: The Rolando Street Fair is an annual one-day community street fair featuring food, music, crafts and commercial vendors. The Rolando Street Fair draws over 10,000 people from Rolando-College area and the vicinity. The Rolando Community Council produces it as an annual, alcohol-free gathering for families.

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San Diego Alliance for Asian Pacific Islander Americans

Asian Pacific Islander American Heritage Festival

Event Date: 2004 May 8,9

Contact: Stan Chu
Vice President

Address: 7750 Dagget Street, Suite 207B
San Diego, CA 92111

Phone: 858-565-6698

Fax: 858-565-0098

Email: sd_alliance@sbcglobal.net

Website: www.sdalliance.net

Description: This annual event celebrates the Asian American and Pacific Islander American community's heritage diversity and unity by sharing their crafts, cultural performances and culinary delights.

San Diego Armed Services YMCA

Annual North San Diego Bay July 4th Celebration & Fireworks Show

Event Date: 2003 July 4

Contact: Blaine McCafferty
Development Director

Address: 500 West Broadway
San Diego, CA 92101

Phone: 619-232-1133

Fax: 619-237-0330

Email: blaine@asymcasd.org

Website: www.asymcasd.org

Description: The Annual North San Diego Bay July 4th Celebration & Fireworks Show takes place over North San Diego Bay for the viewing pleasure of residents and visitors on land and on the water.

San Diego Asian Film Foundation

San Diego Asian Film Festival

Event Date: 2003 Oct. 2-5

Contact: Lee Ann Kim
Executive Director

Address: 7969 Engineer Road, Suite 206
San Diego, CA 92111

Phone: 858-922-8383

Fax: 858-535-9500

Email: leeannkim@sdaff.org

Website: www.sdaff.org

Description: The San Diego Asian Film Festival showcases films that are produced, directed and written by and about Asian Americans or Asian issues. Each year it attracts thousands of festival attendees at a commercial theatre venue.

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San Diego Chinese Center

San Diego Year of the Monkey New Year Food & Cultural Faire

Event Date: 2004 Jan. 24,25

Contact: Cham Louie
President

Address: 428 Third Avenue
San Diego, CA 92101

Phone: 619-234-4447

Fax: 619-234-0442

Email: clouie@keysoftsys.com

Description: In celebration of the Chinese lunar year, the San Diego Chinese Center in coordination with the Chinese Consolidated Benevolent Association sponsors the Chinese New Year Food and Cultural Faire in the heart of Asian Thematic District, along Third Avenue and J Street. The two-day celebration and festival will consist of Chinese entertainment, cultural exhibits, Chinese history in San Diego displays, demonstrations and delicious foods from the many regions of China and Asia.

San Diego Dance Alliance

Nations of San Diego International Dance Festival

Event Date: 2004 Jan. 9,10,11,16,17,18

Contact: Kendall Klug
Executive Director

Address: 121 Broadway, Suite 324
San Diego, CA 92101

Phone: 619-230-8623

Fax: 619-230-8455

Email: admin@sandiegodance.org

Website: www.sandiegodance.org

Description: Nations of San Diego International Dance Festival is the largest ethnic dance festival in Southern California. The mission of this annual event is to assist in the preservation of ethnic dance by showcasing a variety of ethnic traditions in a festival that fosters pride in our community. Nations of San Diego is a stage presentation that promotes multiculturalism and furthers the audience's appreciation of and respect for our region's artistic and ethnic diversity.

San Diego Earth Works

EarthFair

Event Date: 2004 April 25

Contact: Julaine Chattaway-Rich
Executive Director

Address: P.O. Box 9827
San Diego, CA 92169

Phone: 858-272-7370

Fax: 858-272-2933

Email: julaine@earthdayweb.org

Website: www.earthdayweb.org

Description: EarthFair is a free environmental fair produced by volunteers featuring a wide variety of informational and educational exhibits, entertainment and activities for the whole family. The event is held each Earth Day in April in Balboa Park.

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San Diego Fleet Week Foundation

Fleet Week Sea and Air Parade/Columbus Day Parade of Patriotism

Event Date: 2003 Oct. 4,11

Contact: Thomas Caughlan
Executive Director

Address: 5330 Napa Street
San Diego, CA 92110

Phone: 619-858-1545

Fax: 619-299-9955

Email: tcaughlan@fleetweeksandiego.org

Website: www.fleetweeksandiego.org

Description: The Sea and Air Parade and the Columbus Day Parade are just two of 25 events that make up "Fleet Week," a two-week celebration of the armed services in San Diego.

San Diego Young Artists Music Academy

Multicultural Music and Arts Extravaganza

Event Date: 2004 Mar. 20

Contact: George Hill
Executive Director

Address: 4125 Alpha Street, Suite A
San Diego, CA 92113

Phone: 619-264-2220

Fax: 619-264-7247

Email: ghill92113@yahoo.com

Website: www.madachoir.org

Description: The Multicultural Music and Arts Extravaganza is festival to reach residents and visitors in the southeastern San Diego region and its neighboring communities. The day is highlighted with performances by dancers, instrumentalists, vocalists and theatre groups. Local businesses and vendors have an opportunity to promote their services and sell their goods.

Sherman Heights Community Center

Latin Music Festival and Fiestas Patrias

Event Date: 2003 July 13 (music festival)
2003 Sep. 13 (fiestas patrias)

Contact: Estela Rubalcaba Klink
Executive Director

Address: 2260 Island Ave
San Diego, CA 92102

Phone: 619-232-5181

Fax: 619-232-5184

Email: gmcneeley@yahoo.com

Description: The purpose of the Latin Music Festival and Fiestas Patrias Celebration is to foster community pride through celebration of culture and history, enhance community outreach and visibility for the Sherman Heights Community Center. The Latin Music Festival is held in the summer and the Fiestas Patrias is held in the fall.

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Spirit of the Fourth, Inc.

Independence Day Celebration

Event Date: 2003 July 4

Contact: Tom Richards
Vice President

Address: P.O. Box 270736
San Diego, CA 92198

Phone: 858-674-0772

Fax: 888-820-0110

Email: spirit1@spiritofthefourth.org

Description: An Independence Day Celebration is comprised of a patriotic ceremony underscoring the principles on which the nation was founded, a parade, multi-ethnic entertainment and an array of street-fair style booths and displays.

Torrey Pines Kiwanis Foundation

La Jolla Festival of the Arts

Event Date: 2004 June 14,15

Contact: Ann Clark
Event Coordinator

Address: 4130 La Jolla Village Drive PMB 10717
La Jolla, CA 92037

Phone: 858-456-1268

Fax: 858-586-7009

Email: shall@spearhall.com

Website: www.lajollaartfestival.org

Description: The La Jolla Festival of the Arts and Food Faire is an annual event which includes artists, food vendors and a wide variety of entertainment. The event takes place at the La Jolla Country Day School and the net proceeds benefit programs for physically challenged San Diegans.

Veterans Memorial Center, Inc.

Veterans Day Parade

Event Date: 2003 Nov 11

Contact: Abe Shragge, PhD
Interim Executive Director

Address: 2115 Park Boulevard
San Diego, CA 92101

Phone: 619-239-2300

Fax: 619-239-7445

Website: www.sdvmc.org

Description: The annual Veteran's Day Parade includes marching bands, color guards, floats and Veteran's units in a parade from the County Administration Building to Seaport Village down Harbor Drive.

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Zeta Sigma Lambda Scholarship Fund- Alpha Phi Alpha Fraternity, Inc.

Martin Luther King, Jr. Pageant and Parade

Event Date: 2004 Jan. 17

Contact: Robert Matthews
Coordinator

Address: 4931 Dassco Court
San Diego, CA 92102

Phone: 619-264-0542

Fax: 619-264-9972

Description: The annual Martin Luther King Jr., Pageant and Parade have become the highlight of San Diego's Martin Luther King, Jr. birthday celebration. Parade Route starts at Grape Street and ending at the junctions of Pacific Hwy/Market/Harbor Drive. Winning float entries are judged based on workmanship, theme/design, animation/sound, humanity/appeal and audience reaction. The parade promotes cultural diversity and embraces the ideals sought by Dr. Martin Luther King Jr.